

REMARKS

Claims 13, 16 and 18-24 are pending in this application. By this Amendment, claims 13 and 19 are amended. New claims 23 and 24 are added. Support for the subject matter recited in claims 23 and 24 may be found at least at paragraph [0137] of the specification. No new matter is added.

I. Claim Rejections Under 35 U.S.C. §103

Claims 13, 16 and 22 are rejected under 35 U.S.C. §103(a) as unpatentable over U.S. Patent No. 5,748,484 to Cannon et al. (Cannon) in view of U.S. Patent No. 6,587,835 to Treyz et al. (Treyz). The rejection is respectfully traversed.

Neither Cannon or Treyz, whether considered alone or in combination, disclose or suggest each and every feature recited in the rejected claims, as amended. For example, the combination of references fails to disclose or suggest an automated method of providing a personalized product in response to each request from customers, the automated method comprising the steps of preparing electronic personalized product producing data on a portable hand-held device based on instructions provided to a customer prior to preparing the electronic personalized product producing data; sending the personalized product producing data from the portable hand-held device by wireless communication to a producing facility; receiving, by wireless communication, electronic personalized product producing data in a first format and customer identification information; electronically sequentially storing sets of the personalized product producing data and the customer identification information, each set including a piece of personalized product producing data and a piece of customer identification information; electronically analyzing each piece of electronic personalized product producing data in the first format and converting it to a piece of electronic data in a second format; receiving the piece of data in the second format and recording the piece of data in the second format on an output medium used to produce a personalized product;

producing the personalized product at a location to be specified in order to receive the product; and automatically notifying the customer of at least one of receipt of the electronic personalized product producing data and completion of the personalized product requested, wherein the automated method incorporates the request and producing of the personalized product taking place within a limited, defined geographic area or facility where the customer is located, and delivery of the personalized product to the customer at the location where the personalized product is produced, as recited in amended claim 13.

Cannon relates to a system for creating a database of greeting card designs that may be customized or personalized and manufactured through printing systems in response to electronically transmitted orders (col. 1, lines 18-23). In the systems of Cannon, card printing systems print greeting cards in response to card identification, personalization, and other order information that is received via fax or other telecommunication means (col. 7, lines 31-35). In use, a user wishing to order a greeting card retrieves images of available greeting cards according to selected categories. Using a display, such as a computer screen, television, kiosk, or the like, a user is prompted to select from a series of available options to choose a greeting card category of choice, image to be displayed on the card, text greeting, and if desired, enter personalized information to be printed on the selected card (col. 12, line 41 - col. 14, line 8; col. 15, line 49 - col. 16, line 22).

Order information that is to be transmitted to a card printing location may be entered by customers in a variety of ways. For example, a paper order form may be filled out with the personalized information including requested mailing address, greeting card delivery date and other information. The order may then be transmitted by use of a fax machine over telecommunication lines to a printing site (col. 16, lines 46-56). The order form may alternatively be filled out using a keyboard, such as at a personal computer, or using a television remote and television information system where the customer can view the desired

images and greeting card options and respond to selected prompts (col. 16, line 57 - col. 17, line 1).

It is alleged in the Office Action that Cannon discloses preparing electronic personalized product producing data on a portable hand held device, as recited in the rejected claims. Citation of column 12, lines 55-67 of Cannon is relied upon in support of the rejection of the claimed feature. However, the cited portion of the specification clearly recites "... in response to a displayed or otherwise presented question or prompt, to describe in a progressive manner, through selection or input of a series of words, phrases or icons ("card parameters"), the type of social expression card desired. For example, the prospective card purchaser may first be asked to select or input a general class of cards such as "birthday", "anniversary", "get well", etc. If "birthday" is selected or input, the prospective card purchaser is then prompted to select or input a subclassification of birthday cards such as "relative", "children", or "humorous". This process continues to prompt the prospective card purchaser to select or input card parameters until the last subclassification of cards ...". Accordingly, Cannon is silent regarding preparing electronic personalized product producing data on a portable handheld device based on instructions provided to a customer prior to preparing the electronic personalized product producing data. Accordingly, Cannon does not disclose or suggest the claim feature as alleged in the Office Action.

It is further alleged in the Office Action that Cannon also discloses sending the personalized product producing data from the portable handheld device by wireless communication. Support for the disclosure of this claim feature is cited as col. 18, line 15. However, col. 18, line 15 specifically recites "when order information is transmitted in the form of ASCII or other data communication formats from, for example, a card order display/order system 50 to a printing card printing system site 54 the information received is processed by an order processing program". Thus, there is no disclosure in the referenced

citation of Cannon of sending personalized product data from a portable handheld device by wireless communication.

The Office Action further alleges that Cannon discloses receiving by wireless communication, electronic personalized product producing data in a first format. To support this rejection, col. 16, lines 16 and 17 are cited. However, lines 16 and 17 of Cannon specifically recite "... the input means 37, for example, a wireless handheld controller." In this instance, the wireless handheld controller specifically refers to the input means 37 which is a television remote as shown in Figs. 14, 15 and 16 and described at col. 15, line 58 - col. 16, line 39. Thus, the wireless television remote is not receiving by wireless communication electronic personalized producing data. Rather, a customer is using the remote to select greeting card type, image, and message from a menu delivered to the cable television monitor to later be sent to a printer. Accordingly, Cannon also fails to disclose this claim feature.

It is also admitted in the Office Action that Cannon does not disclose the additional features recited in the rejected claim of, for example, producing a personalized product at a location to be specified in order to receive the product, and automatically notifying the customer of at least one of receipt of the electronic personalized product producing data and completion of the personalized product, wherein the automated method incorporates the request in producing of the personalized product taking place within a limited, defined geographic area or facility where the customer is located, and delivery of the personalized product to the customer at the location where the personalized product is produced.

In an effort to overcome such a deficiency, the additional reference of Treyz is combined with the teachings of Cannon. Treyz discloses handheld computing devices that assist users in shopping and in performing wireless transactions. For example, the handheld device may provide shopping assistance service to allow a user to obtain directory information for a shopping mall, handle shopping lists, display promotional information, obtain information on products and use wireless financial transactions (Abstract of Treyz).

It is alleged in the Office Action that Treyz discloses the feature admitted as being deficient in Cannon at col. 3, lines 41-45. The referenced section of Treyz describes a user of the handheld device placing a deli order for a pickup in the store. However, as such a deli order does not correspond to producing a personalized product or automatically notifying the customer of at least one of receipt of the electronic personalized product producing data and completion of the personalized product, Treyz does not overcome the deficiencies of Cannon.

Additionally, Treyz further does not disclose or suggest an automated method that incorporates the request and producing of the personalized product take place within a limited, defined geographic area or facility where the customer is located, and delivery of the personalized product to the customer at the location where the personalized product is produced.

Moreover, Treyz does not pertain in any way to properly a personalized product as in this application or in printing greeting cards as in Cannon. Accordingly, the combination of references fails to disclose each and every feature recited in the rejected claims. Thus, withdrawal of the rejection of claims 13, 16 and 22 under 35 U.S.C. §103(a) is respectfully requested.

Claim 18 is rejected under 35 U.S.C. §103(a) is unpatentable over Cannon and Treyz and further in view of U.S. Patent Application Publication 2003/0208442 to Cokrill et al. (Cockrill); claim 19 is rejected under 35 U.S.C. §103(a) as unpatentable over Cannon, Treyz and Cockrill and further in view of U.S. Patent No. 6,519,632 to Brackett et al. (Brackett); claim 20 is rejected under 35 U.S.C. §103(a) as unpatentable over the combination of Cannon and Treyz and further in view of U.S. Patent No. 6,683,526 to Bellin; and claim 21 is rejected under 35 U.S.C. §103(a) as unpatentable over the combination of Cannon and Treyz and further in view of U.S. Patent No. 6,397,197 to Gindlesperger. The rejections are respectfully traversed.

None of the applied references, whether considered alone or in combination, disclose or suggest each and every feature recited in the rejected claims as amended. Moreover, each of claims 18, 19, 20 and 21 is allowable for its dependency on independent claim 13 for the reasons discussed above, as well as for the additional features recited therein. Additionally, as none of Cockrill, Brackett, Bellin or Gindlesperger overcome the deficiencies of Cannon and Treyz, the combination of references fails to disclose each and every feature recited in the rejected claims. Accordingly, withdrawal of the rejection of claims 18-21 under 35 U.S.C. §103(a) is respectfully requested.

II. New Claims

None of the applied references, whether considered alone or in combination, disclose or suggest each and every feature recited in the additional claims. For example, the combination of references fails to disclose or suggest the method of providing a personalized product in response to each request from customers according to claim 13, wherein the personalized product is one of a stamp, name card, and sticker/label, as recited in claim 23 or the similar features recited in claim 24.

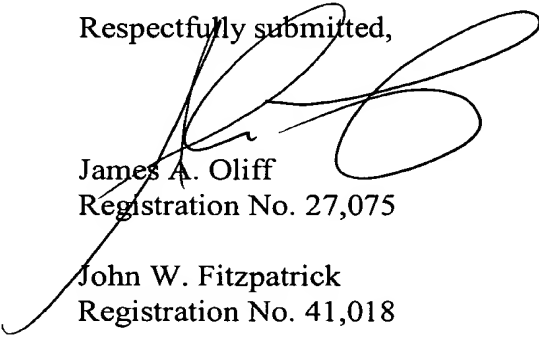
For example, as discussed above, Cannon merely relates to the selection and preparation of greeting cards. The supplemental reference to Treyz relate only to use of a user directory in a shopping mall to handle shopping list, display promotional information, and obtain information on products, as well as use wireless financial transactions. For example, Treyz describes use of a handheld device in placing a deli order for pickup in a store. As discussed above, the selection and ordering of a deli order does not correspond to an electronic personalized product as this phrase is defined in the specification or in the newly added claims.

III. Conclusion

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of the pending claims are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,


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Date: May 12, 2006

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